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The Citrus Industry

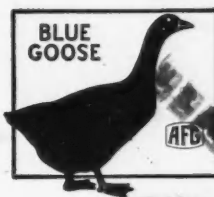
THE ONLY PUBLICATION IN THE WORLD
DEVOTED EXCLUSIVELY TO CITRUS FRUITS

Issued Monthly
Representative of every interest—
Representing no special interest

Vol. 3 No. 6

TAMPA, FLA., JUNE, 1922

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U.S. DEPT. OF AGRICULTURE

Every apple, every pineapple, every fruit sold in America's market has some effect upon the prices of citrus.

Every grower will admit that while no one fruit entirely replaces another the sale of each fruit is dependent to some extent upon supplies and offerings of other fruits.

Recognizing that fact isn't it well for the Florida citrus grower to keep in touch with the supplies and movements of all other fruits during the marketing season.

The American Fruit Growers, Inc., has representatives in every important production section in the country. It handles forty-five kinds of fruits and vegetables and is always in touch with production and marketing conditions in each line.

Its representatives keep each other posted. The American Fruit Growers, Inc., Orlando headquarters not only gets first hand information from its own representatives on citrus selling conditions in the market but information on shipments of all other commodities.

American Fruit Growers Inc.

Orlando, Florida



Fertilizer for Citrus Trees

Now is the time for Summer Application of fertilizer to citrus trees to serve the double purpose of creating new growth which is the foundation for next year's crop, and of developing the crop now on the trees.

Summer Fertilizer pays for itself by increasing the size of the fruit. Be liberal with your trees. We recommend the following brands:

W. & T.'s Seminole Fruit Manure
(3% Amm., 8% A. P. A., 5% Pot.)
Seminole Fruit and Vine
(3% Amm., 6% A. P. A., 8% Pot.)

Alkideal Fruit Manure
(3% Amm., 13% T. P. A., 10% Pot.)
W. & T.'s Special Fruiter
(4% Amm., 8% A. P. A., 8% Pot.)

Ideal Fruit and Vine Manure
(3% Amm., 6% A. P. A., 10% Pot.)

Send for our booklet, "Fertilizers for the Summer Application," by Bayard F. Floyd. It treats not only of fertilization, but gives summer schedule for spraying.

Wilson & Toomer Fertilizer Co.

Agricultural Building

Manufacturers of Ideal Fertilizers

Jacksonville, Florida

Citrus Buds Crown for a Purpose!

When a man buys a citrus bud, his aim should be, to procure trees on sound roots, budwood having been selected from bearing trees which have proven that they will bear; and buds free from infestation. The purpose a man has in setting an orange bud, is to cultivate it for one thing. And that one thing is: To produce fruit. Thus, it is well to select carefully, when in the market for citrus trees.

Trees now ready for Summer Planting.

Orders booked for Winter Delivery.

We offer for sale the old standby varieties. All proven that they are money makers. The Pineapple, Tardiff, and Parson Brown Oranges have passed the stage of experimentation. The Tangerine is a proven profit earner. Our trees are healthy, thrifty, free from infestation of scale; They have not been stunted, nor ammoniated by over fertilization. They have not been rushed, unduly. Budded on two year old lemon roots, makes them one year buds on three year roots; the ideal combination for re-setting age. Budwood is from genuine trees; no "just as good" substitutes. Pineapple buds are from trees which produced fruit that took first prize, Pinellas Fair. Parson Brown buds are from genuine stock, good producers, thrifty trees. Tardiff buds are also from genuine stock. Parent trees produce abundant crops, fruit being of an unusually high grade as to color and size. Tangerine buds selected from trees which have produced heavy crops continually for years. We have grown these buds for the man who desires to obtain the best. We can conscientiously state that they are a fine lot. Nursery located in Pinellas County; no cold has stunted them. If in the market for reliable buds, for trees that will bear, write us for detailed information as to price, etc. of these trees.

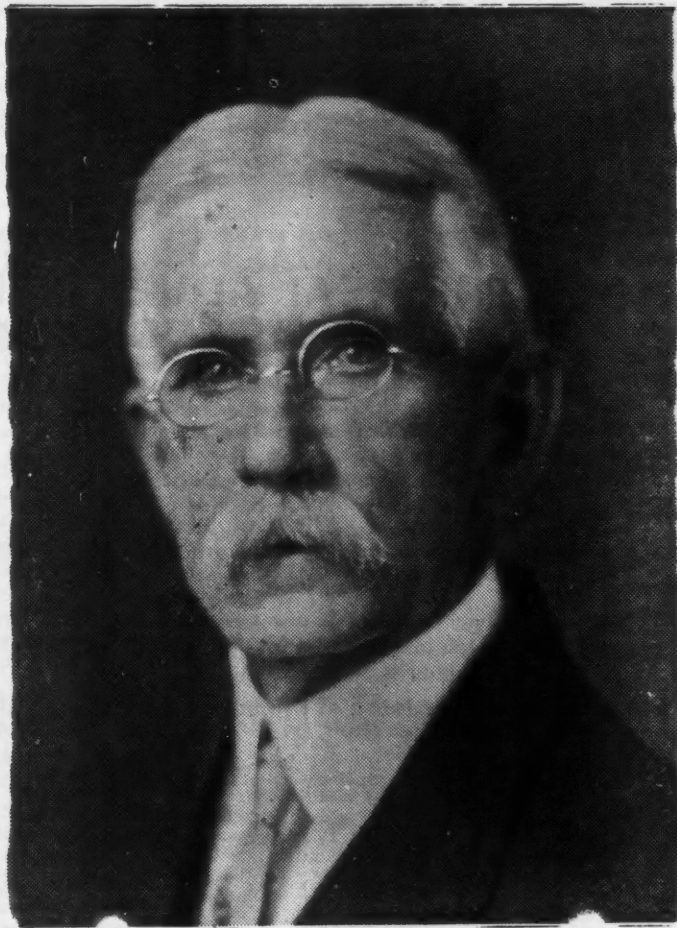
Write the man nearest you!

A. G. Mann

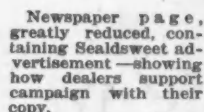
Bartow, Fla.

C. N. Mann

Sutherland, Fla.



DR. J. H. ROSS
Just Elected for Tenth Year as President of
Florida Citrus Exchange.



During the 1921-22 marketing season for Florida grapefruit and oranges, the Seald-sweet advertising of the co-operating Florida growers appeared in more than twenty-five million copies of nine of the leading home magazines of the United States—full color pages in excess of six million copies.

In the same period the advertising of Sealdsweet Florida grapefruit and oranges appeared in about half a million copies of

The advertising of no other marketing agency for Florida citrus fruits was carried by these periodicals.

Advertising of other marketing agencies for Florida citrus fruits was carried in less than a dozen of these.

Early in the history of co-operative marketing in Florida, the affiliating growers became convinced that to make demand for Florida grapefruit and oranges keep pace with increasing production it would be necessary for the food and health values to be extensively advertised.

In each of the past ten or more marketing seasons, therefore, these growers have conducted educational advertising campaigns for Sealdsweet grapefruit and oranges, gradually enlarging the scope thereof until they have covered the greater portion of the United States.

At no time during this period has there been any consistent advertising effort on the part of other marketing agencies for Florida fruits. A careful survey of the leading advertising mediums of the country, summarized above, shows conclusively that the only co-operative citrus marketing agency remains the one factor adequately working to increase consumer demand.

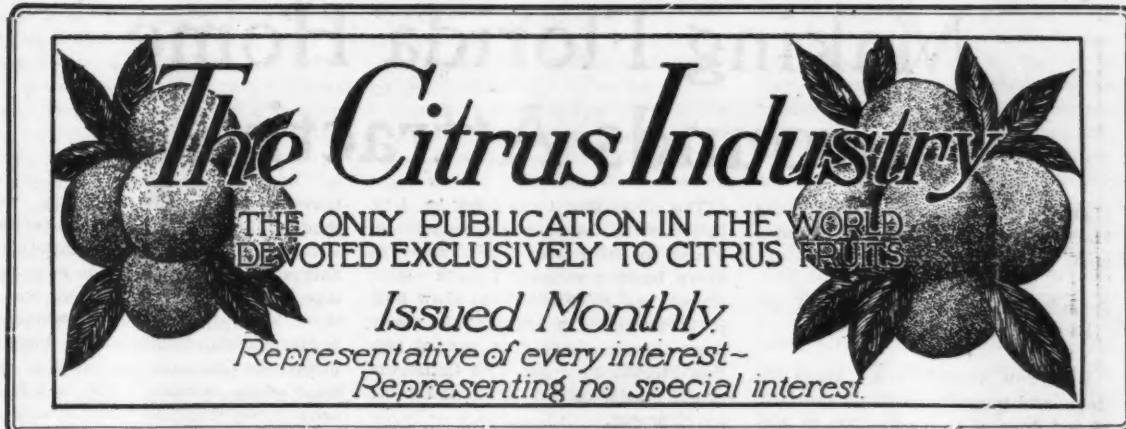
That the advertising done by the co-operating citrus growers of Florida has been a good investment for them is conclusively proved by the fact that in practically every market of the country Sealdsweet grapefruit and oranges bring the high dollar. Often they command a premium of twenty-five to fifty cents a box at wholesale because they are efficiently advertised.

Do you want your grapefruit and oranges so advertised that the consumption may absorb the production without reducing prices to an unprofitable level?

**Then join The Florida Citrus Exchange and Market under the Sealdsweet trademark—
of, by and for Florida.**

Consult the manager of the nearest association or sub-Exchange or write the business manager at Tampa, Florida.

The FLORIDA CITRUS EXCHANGE



Vol. 3

TAMPA, FLORIDA, JUNE, 1922

No. 6

The Citrus Experiment Station at Lake Alfred

Willmon Newell, Plant Commissioner, Gainesville, at Meeting of State Horticultural Society, Lakeland, 1922

Mr. President, Ladies and Gentlemen:

Inasmuch as a brief history of the inception and establishment of the Branch Experiment Station for Citrus Investigations was presented before this Society at its meeting at Miami last year, it would seem that a report at this time should be little more than a report of progress—or lack of it—as the case may be. Perhaps the fact that this meeting is being held in the county where the Station is located and that you will all have the opportunity to visit and inspect the Station tomorrow, gives the subject more interest than would otherwise be the case.

Before we proceed with a report on the Station for the past twelve months, I would beg your indulgence while we review very briefly its history. Establishment of the Citrus Station was authorized by Act of the 1917 session of the legislature and was conditioned upon interests in Polk County donating lands, money, etc., to the value of not less than \$10,000.00. Subscriptions aggregating this amount were secured, by the summer of 1919, by a committee consisting of Messrs. S. F. Poole, J. A. Snively, J. H. Ross, H. W. Snell, L. L. Davis, A. M. Tilden, C. H. Thompson and W. L. Drew. In July 1919, the site for the Station was decided upon by the Board of Control.

The 84 acres of land occupied by the Station was donated by the Florida Fruitlands Co., and the Board of Control refunded to the Fruitlands Co. the actual cost of 14½ acres of citrus then on the property.

At the Miami meeting we reported that the total donations had amounted to \$13,782.15. They have not been added to since that time.

As the donated fund constituted the sole resources of the Station, all maintenance and operating expenses to June 30, 1921 had to be defrayed from this source. As a matter of record, we would like to report here how the total sum of \$13,782.15 was expended:

Reimbursement to Florida Fruitlands Co., for cost of 14½ acres of citrus on property	\$ 5,900.00
Care and supervision of property, to June 30, 1921	4,183.81
Superintendent's cottage*	3,153.00
Tool and Fertilizer Shed ..	351.74
Fencing	79.25
Nursery stock and seeds ..	17.09
Water Supply*	15.50
Traveling Expenses	61.55
Miscellaneous	18.00
Postage	2.21
Total	\$13,782.15

*Balance of cost defrayed out of appropriation for main Station at Gainesville, for year beginning July 1, 1921.

During the past year a house has been constructed for the Superintendent at a total cost of \$3,739.23; and a

a well has been drilled, a water tank erected and a small pumping outfit installed, at a cost of \$761.81. The cleared land has been improved in condition and 773 additional trees planted out in connection with the experiments hereinafter mentioned.

A substantial quarantine cage 30x48 feet, 10 feet high, has been constructed on the property by the State Plant Board. In this cage will be planted citrus trees which it is found advisable to bring in from outside the State and here they will be grown for at least one year while being kept under observation to determine their freedom from diseases and insects.

No specific appropriation for the support of the Citrus Station was made by the last legislature, but the appropriation bill specified that the Citrus Experiment Station should be taken care of out of the appropriation made for the main Station at Gainesville. Out of the latter appropriation the Board of Control set aside \$5690.00 for the fiscal year beginning July 1, 1921, and this constitutes the total resources of the Citrus Station at present, with the exception of \$364.65 (gross) received this year from the sale of fruit.

Experiments

We are doing as much experimental work at the Citrus Station as the amount of cleared land and the available funds will permit.

Dr. R. W. Ruprecht, Physiological Chemist of the Gainesville Station, is carrying on a study of the physiolog-

Continued on page 18.

Making Florida Home Grounds Attractive

(Lantern slide talk given before the Florida Horticultural Society at Lakeland, Florida, by William A. Cook)

Friends and Fellow Members of the Horticultural Society:

It is now seventy years since the tragic and untimely death of the father and dean of Landscape Art in America, Andrew Jackson Downing. But the impress which he made by landscape works achieved, in voluminous writings, and, perhaps more than all else by the genuine inspiration of his life and personality has had a profound influence on the thought and viewpoint of the American public toward the profession of Landscape Design.

But as the ripples created by the dropping of a stone into a clear surface of water become less and less pronounced as their spread increases, so does the influence of such men appear less and less marked as it approaches the outskirts of our vast civilization. Florida, with all her manifest advantages, we must confess (if we will be perfectly sincere about it) is just outgrowing that crude, awkward stage of pioneer life perhaps best likened to the half grown boy just donning long trousers and smoking his first cigar!

Those who have been responsible for the laying out of our towns and for associated civic activities have been, in the main, woefully deficient in broad, constructive vision. In what attempts that have been made toward the beautification of grounds, both public and private, there has too often been a lack of intelligent understanding of even the basic principles of art and good taste. All too frequently those who would be most confused and "at sea" if required to paint a canvas or compose a piece of music seem to image, that no special talent or study is necessary to lay out attractive grounds.

Do not misunderstand me—I do not mean to imply that the amateur gardener cannot achieve a fair measure of success and derive vast pleasure from the study of the Art of landscaping, but he must make some study of the problems involved before he can create what will in any sense be an intelligently and comprehensively attractive landscape picture!

The slides that I am going to show this evening, have been especially selected to bring out FIRST some of these basic principles I have mentioned, and SECONDLY to show how it is possible to accomplish vastly more than we have done toward putting Florida on a par with California in the matter of civic pride and home development.

This first picture was not taken in Italy or Spain but right here in Florida, and serves to illustrate how graphically real the illusion of Mediterranean life can be recreated in our own land. Further than that, for years I have been stressing the great value and desirability for the general adoption of the Mediterranean type of architecture by Florida builders. Not only is it peculiarly well adapted to our life and climate but it will serve to lend that atmosphere of rare charm and romance so strongly coupled with the name but not the reality of Florida!

This next slide serves to make clear the point that while a plant picture may be grotesque in character—yet it CAN at least be CONSISTENTLY so!—And again in his next view note the delightful harmony of texture in the several kinds of plants making up the group—Remember that in making your selection of plant materials every element of your composition should contribute to the harmonizing and refining of the picture as an entity.

While good lawns in Florida are often not easily obtained, the are ALWAYS most essential to the completed picture for without them landscape effects lack the finished foreground so necessary to afford proper proportion to all the various structures and planting elements. Note in these several slides how the smooth green lawn gives a feeling of dignity and repose to the view and how the tree shadows softly lace the surface into a charming network of sunlight and shade, a most important consideration in the location of lawn specimens.

So many times we see a property where there has been considerable attention centered on the planting about the house and other buildings and as far as lawn specimens are concerned, yet as one views the scene there seems to be something lacking in clear definition—the eye and mind

travel beyond the property and thought is dissipated in the indefinite beyond. The result is unsatisfying, naturally, and the reason, on more mature consideration, is quite obvious—there is an absence of an embracing border planting to enclose the thought-picture as originally conceived in the mind of the designer. This is a fatal error conspicuous in many otherwise fairly attractive developments. Virtually it is as though one tacks good pictures on the walls instead of hanging them in frames. For the border planting to any grounds is just as valuable—or more so—and like any picture frame should be of size, proportion and design to best elaborate the original conception of the picture itself.

But it is the absence of foundation plantings around houses that expresses the crude, uncultured stage of our growth more than any other one factor. From North to South and East to West of the State it is the same story—bare, ugly unscreened bases of houses that are more often than not stuck on stilts of concrete or brick or even wooden blocks. Sometimes these are screened, or partly screened, with lattice in more or less good condition—sufficient perhaps to keep Fido from dragging underneath all the old shoes and bones and other rubbish he can collect in the neighborhood. If they are screened by lattice, some planting is done as a rule, but this is usually pitifully inadequate and reproachfully unsightly, consisting of ragged wild ferns, scraggly geraniums or scrawny Poinsettia stems. The chief advantage derived from an absence of lattice or solid planting seems to consist in giving little Johnny practice in proving his marksman-ship by throwing sticks or stones at Fido or the neighbors chickens when they lodge under the house.

But, lattice or no lattice, PLANT THAT HOUSE FOUNDATION! Make the building appear as though it GREW on the land, not just SET there. If people think that they can't afford exotics from the nurseries, let them go to the woods and appropriate the wealth of evergreen materials that nature has been growing there—she'll be only too glad to GIVE them to make our homes and towns look more homey and livable and worth while!

The value of the vista in the land-

scape is not properly understood—but an attractive one is always appreciated nevertheless. Here is a drive which has been built in to a "continuing" vista—that is, as one drives up to the house on this curved drive the view, while always shifting, always preserves the elements of a good vista. And at no time is the building ever seen in its entirety—always there is something obscured, something left to the imagination and to be anticipated just beyond. This is landscape art in its utmost refinement.

But vista are often spoiled—note how in this one the long, low, horizontal lines of the building are broken by these tall-spire-like cypress trees planted on each side of the broad entrance—defeating the very genius of the architect of the structure. And, again note how the entrance has been obscured by this mass planting, which also in turn blocks the view down the drive from the house.

On the other hand, note how in this second instance the landscape architect has preserved the long horizontal lines in building of similar proportions, not only in respect to the position of the plants but their character—note how many of the trees and larger shrubs are horizontal in habit and growth. In this connection, note this garden vista—the way is long and narrow and the straight vista lines of walk and lattice fence and border plantings all conform and focus on the garden feature at the terminus.

The planting of drives and walks is frequently poorly done—so many amateurs think that a drive or walk must of necessity be curved and so many times we see short approaches on restricted areas which should be straight made tortuously crooked in mistaken conception of purpose and vain attempt at naturalistic effect. Remember that it is quite as necessary to know when a drive or walk should be direct as when it may be informally curved. Either type may be inappropriately at fault under varying conditions.

When one mentions "formal garden" most people are dismayed and envision great sunken gardens and terraces and costly ornamentation. As a matter of fact a formal garden may be as simple as the most unpretentious property would justify. It might be a quite tiny hedge-enclosed area with just a cozy tea house, miniature mirror-pool, a palm or two, perhaps an overhanging shade tree, and borders of annuals along the background and edging the walks. Frequently they can be combined with the rose garden so much sought by

"flower-lovers" in the south as well as north.

Or the garden close may be strictly informal in character, as is this delightful "out-of-doors living room"—I like that expression, "out-of-doors living room"—it so aptly conveys the real purpose of the enclosed garden. And for those of us who are favored in being able to live in Florida where our climate permits an out-of-door life almost every day of the year, no house is truly a home in the fullest expression until the owner can pride himself in one!

Primitively the pergola was merely a vine-covered passageway from one point to another, but in our modern carelessness in definition we use the word to include any structure with "open-work" overhead. Such structures serve a variety of purposes—as a covered way, as a terminal feature to a garden view, especially as strengthening the axial line, as a boundary treatment in itself, as a means in picture-composition to secure repetition of the motif of the dominant architectural scheme, and then in a variety of less important ways for rest houses, tea houses, entrance ways with infinite variation. But never, NEVER, NEVER set them out in the open lawn, there to have to stand with detached and meaningless expression, pitifully alone and about as fitted to the immediate environment as an ice factory at the north pole!

In the garden picture there is nothing serves quite so well to lend an atmosphere of charm and interest as the pool. This may be large enough for a pond or as tiny almost as "my lady's kerchief" but always serving as a mirror in which are reflected blue sky, fleecy white clouds, the columned pergola, towering palm and diminutive plants that margin the rim. But it can be overdone and this first picture shows how one amateur "fell down" on the undertaking. Note that the pool is all out of proportion to the area involved, the location poor, the rim too high and the pile of rock in the center surmounted by a sprinkler stand-pipe is all out of keep with the material and environment. There are other errors of technique such as the location of the sundial, poor treatment of planting and so on, but note particularly the pool and compare with this next slide. What delightful atmosphere—what refinement of design—what exquisite composition—what perfect harmony of thought and purpose in conception and execution!

Our state has far more lakes within its confines than any other, yet I think nowhere is the value of water

so little appreciated. Perhaps it is because of this very fact in itself that the neglect arises, but be that as it may, it is none the less disappointing to those who can vision the tremendous potential value of our magnificent length of Coast line and unnumbered lakes to see them so consistently ignored. From the scenic standpoint alone they are our one GREAT-EST asset, yet so obsessed are we with the desire to have groves and the idea that a lake on a property is so much waste area that we are selfishly, blindly, and ignorantly wiping out much that might some day make of our state a second "Paradise Regained." It is the same way with the unintelligent road system that has prevailed in the past and our general deficiencies in respect to civic effort and enterprise—we have sacrificed many of our best interests through narrow, short-sighted policies that are threatening to engulf many of our greatest potential assets.

I know so many people of delightful taste and most excellent judgment for interior decoration who commit veriest atrocities out-of-doors. To them a string of ragged, lonely, dejected looking Poinsettias strung along the house foundation is perfectly alright and to cut up the lawn with a meaningless, expressionless array of horticultural "junk" is perfectly legitimate. They can expatiate at length on the value of composition, and line in illustration, of texture and design in fabrics, of composition and tone-harmony in music—yet almost any old thing looks alright in the yard or on the lawn!

Now the one particular message I have for you tonight is this—it is our duty as disciples and exponents of those things that are useful and worth while in the daily life of our people, to carry the message of art and cultured good taste in home surroundings abroad throughout the state. And what is useful and worth while? Victor Hugo answered that when he wrote—"The beautiful is as useful as the useful—More so, perhaps!"

This is the viewpoint we must inculcate in the minds and hearts of our people. I recall giving a talk in a certain town which had had considerable advance publicity. One man said when the purpose of the lecture was explained to him—"Well, if that fellow would talk about how to get grits and bacon maybe I'd go up to hear him!"

And we might not inappropriately add—not the least amongst these "good things" should be an artistic and sympathetic appreciation of the gentle art of gardening!

The Citrus Industry

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THAT POTASH TARIFF

Since the last issue of The Citrus Industry many letters from Florida citrus growers have been forwarded to senators and congressmen in Washington, protesting against the proposed tariff tax on potash. So far as Florida members of the senate and lower house are concerned, the growers have assurance of united opposition to the proposed bill, which would levy an additional tax of \$2,850,000 on the growers of Florida during the five-year bonus period of its operation.

But the fight must be carried to other fields. Senators and congressmen from other states must be brought into line against the measure if it is to be defeated and the growers of this state and other states of the South saved from this additional burden of taxation.

Not only do the Florida objectors to the measure protest against the levying of an additional tax in aid of the American producers of potash, but they point out that the low percentage of potash and the high percentage of chlorine in the American product as compared with the imported article makes it inadvisable to use the domestic product on many of the crops of the South, particularly on citrus and tobacco. The growers of citrus, tobacco and other crops object to the payment of tribute to an industry the development of which holds out no promise of benefit to them, or in which at least the benefits are purely problematical.

Every grower of citrus who may have a friend from other states in the senate or congress should at once take steps to urge his opposition to this provision of the tariff bill. Citrus growers cannot afford to pay this additional tax.

THE ONE-CROP PLAN AND BANK CREDITS

Ever since the founding of The Citrus Industry, this magazine has been a consistent and persistent advocate of diversified fruit growing in the citrus belt. We believe that citrus will and must continue to be the main dependence of fruit growers in the natural citrus sections of Florida, California and other localities where the culture of citrus is profitable—but we believe also that it is the part of wisdom for the citrus grower everywhere to plant a portion of his holdings to other fruits which may be safely and profitably

grown in his particular section.

Now comes Walter Andrews, editor of Western Fruit, an excellent fruit magazine published at Seattle, Washington, to back up our theory and to urge the fruit growers of the Pacific slope to adopt the idea and practice of diversification. In the May number of Western Fruit, Mr. Andrews says:

Here's what a California friend of mine who lives in the orange belt says in a personal letter just received from him:

"Our little town is somewhat discouraged over the freeze of January, though we are getting through some better than we had hoped. Our local marketing organization was expecting an output of nearly 1000 cars this season, but it will be reduced to perhaps 250 or thereabouts, so you can imagine the extent of the damage. The loss is not evenly distributed, however. Some growers will have no returns whatever, while others will receive more than they would had there been no freeze. I was quite pleased with your comments on the advisability of a diversity of crops, and believe them sound."

Now, listen a little further, please—

"Not desirable credit risks," says the First National Bank of Greenwood, Miss., referring to loans to one-crop farmers. This bank says further:

"Hereafter no loans will be made where the proceeds are to be used for the purchase of food. The directors do not presume to dictate the business of a customer of the bank, but it is their duty to pass upon the credit, worth and financial strength of every borrower of its funds. Experience has demonstrated, especially since the advent of the cotton boll-weevil, that the one-crop man is not a desirable credit risk, and therefore no such loans will be taken by this bank."

And there you are! The tendency of the times undoubtedly is in the direction of more than one money crop, with a good food-garden besides. While western bankers have not yet openly classified the one-crop farmer as an undesirable credit risk, who can say that they may not conclude to do so sooner than might be comfortable to some of us?

Now up bobs a patient critic who says in plain words:

"All very pretty, Editor Andrews, but how is a man with a twenty-acre piece all planted, say, to apples; or a man with ten acres all set, say, to loganberries—how is he or they going to diversify when he has no room for any crop except the one he is already growing?"

The only good reply to this is to do as the Yankees do—answer the first question by asking a second one, as follows: "Because some men have started on the wrong track, is that any good reason for throwing a good compass overboard?"

If a thing is basically right, it is right. And if it is right the thoughtful skipper will find some way to steer a new course accordingly. For instance, the twenty-acre apple man might decide, someday, to cut down a few of his less desirable trees, and bridge-graft a big hen-house on the stumps, with eighteen acres more or less for the hens to run in; and he might have a fenced-in garden. The ten-acre logan fancier could, if he

really found it best to do so, clear out a portion of his older loganberries after they had passed the age of maximum productiveness, and set the cleared ground to strawberries and a garden big enough to grow food for his family.

What Editor Andrews says of the Western fruit grower applies equally to the citrus grower. While it is probably true that the citrus grower makes as few calls upon his banker as any agricultural or horticultural producer, the fact remains that he at times needs the banker, and needs him badly. He can no more expect to escape the penalty of the one-crop system than producers in other lines. And this is but one of the factors against the one-crop plan which must be taken into consideration by wise growers. Other elements entering into the problem have been covered in former articles in *The Citrus Industry* and are well understood by enterprising fruit growers.

BETTER FRUIT CLUBS FORMING

The agitation for the production of better citrus fruits by the growers of Florida which has been in progress for some years and which has been particularly active during the past year, is beginning to bear fruit in the formation of "Better Fruit Clubs" in Lee and other citrus producing counties of the state.

The Citrus Industry is glad to note this activity, which is right in line with the campaign which this magazine has been carrying on for many months past. When Florida citrus growers reach the point where they will be satisfied only with the best fruit their groves can be made to produce, a long step will have been taken toward placing Florida citrus fruit where it properly belongs—in the very front ranks of citrus fruit, from whatsoever quarter it may come.

The intelligent study of proper cultural methods, of spraying and fertilizing problems, and of other elements entering into the production of better fruit by the members of these clubs, and the application of these better methods on the groves of the members, is certain to result in a marked and speedy improvement in the quality of the fruit produced. Once a community begins the shipment of fruit produced under the best methods of cultivation, spraying, fertilization and pack, other communities will be forced to follow suit as a matter of self-preservation—for the fruit so produced will continue to command a premium in the market and to be in increasing demand when fruit of poorer quality is a drug on the market at any profitable price to the grower.

The Citrus Industry hopes that the "Better Fruit Clubs" already organized are but the fore-runners of many more to follow, and that it will not be long before such a club is in existence in every citrus producing community of the state.

A heavy June bloom is reported from many citrus producing sections of Florida. This may help to offset the heavy droppage occasioned by the early season drouth.

The crop in most sections is reported to be making good growth since the rains have finally set in.

WHAT ABOUT THIS SECTION?

Where they have trees they want more. Take California for an example. That state is after a forest experiment station and a bill by Senator Johnson provides for it. How important are these questions to California? California has one-seventh of the remaining timber of the United States, and is cutting and exporting it rapidly.

California's agriculture is bound up with her forests. Agriculture is the largest single consumer of wood, the American Forestry Association points out. The fruit growers, for example, are beginning to be concerned about their future supply of lumber for boxes—no little question for so great an industry—and some of them are buying up timberlands on which they will practice forestry and so assure themselves a supply of box lumber. The cost of that box affects the price of fruit in New York or Chicago; Tucumcari, New Mexico, and Henniker, N. H. Agriculture in California is keenly interested in surface and underground waters, and therefore in the forests that influence the flow of these waters.

In California they do not intend to wait until their forests have gone as some states have done. Let us wake up as California has done.

Many Florida citrus growers are preparing to make avocado plantings next planting season. These plantings will vary from a few trees to a few acres. The Lake Okeechobee section and lower Lee county seem to be in line for the larger plantings, but no section of the southern citrus belt will be exempt from such plantings.

The Florida plant commission needs and deserves better financial support from the state legislature. Florida's prosperity depends upon fruit and vegetable production, and the state owes it to these industries to afford every possible facility for controlling disease and stimulating production.

The problems of the small grove are not materially different from the problems of the large grove. Each grower has his individual problems to solve, but there are many grove problems which all growers, large and small, have in common.

Horticulture is a constant fight against the enemies of plant life. Citrus culture is not alone in this respect. The apple and peach growers have just as numerous and just as deadly enemies to contend with.

When it is possible to harvest a crop of guavas in May from a sixteen-months-old tree, there is ample incentive, it would appear, for clearing off the fence corners and planting them to this delicious fruit.

Increasing the tariff to lessen fertilizer costs is a theory which originated with some statesman (?) who never had a speaking acquaintance with fertilizer as it is used by the grower.

Spray this month to get effective control of the rust mites.

Dr. Ross Again Heads Citrus Exchange

The next season should be one of great encouragement to the citrus industry of Florida in the opinion of Dr. J. H. Ross, president of the Florida Citrus Exchange, who at the annual meeting of that organization in Tampa was unanimously chosen again to head the co-operative marketing movement after nine years successive service in that capacity. His re-election was hailed with great enthusiasm by the growers who had gathered for the occasion, and in expressing his appreciation at being again thus honored it was evident that the distinguished Polk county grower was considerably moved.

In a statement of prevailing conditions Dr. Ross said the general business of the country is recovering, and that in his opinion there is a period of considerable prosperity ahead. Considering this, and the present condition of the California citrus industry, he said that never in his opinion had there been prospects for a better year ahead; and that it was possible now to go before the growers with every assurance of excellent prices for their crops.

D. C. Gillett of Tampa was unanimously chosen first vice-president; P. C. Peters of Winter Garden was raised from a member of the board to be second vice-president, C. E. Stewart, jr., secretary and business manager; W. T. Covode, cashier and William Hunter, attorney, were unanimously re-elected.

Judge Lee M. Hammel of Wauchula was elected a director to succeed the late Dr. Y. E. Wright, representing the DeSoto sub-exchange, R. J. Kepler, jr., of DeLand, succeeds Judge A. G. Hamlin, formerly director for the Volusia county sub-exchange, who retired because of change of residence. John A. Snively of Florence Villa was seated as a director to represent Polk county, as under recent amendment of the constitution Dr. Ross as president will be a director-at-large, representing no particular sub-exchange.

Other directors who were re-elected were: J. W. Ponder, Sarasota; C. J. Stubbs, Fort Myers; H. C. Merrill, Tropic; Joy Heck, Cocoanut Grove; J. E. Klock, Weirsdale; F. C. Kramer, Leesburg, and S. E. Warner, East Palatka, who with E. B. Casler, St. Petersburg, are associate directors.

Dr. Ross, D. C. Gillett and C. E.

Stewart, jr., were made a special committee to attend a conference which has been called by Dr. William Newell and the State Plant Board held in Jacksonville the night of June 9, and during the day of June 10.

The annual meeting of the Growers' Loan & Guarantee Company, an affiliation of the Florida Citrus Exchange which has for its purpose making loans to citrus growers upon their crops, took place Thursday afternoon in the general offices of the Exchange in Tampa.

Among other things, the report of C. H. Walker, secretary and treasurer, showed loans at present outstanding amounting to a total of \$372,000. It also showed that during the last season loans aggregating \$278,000 had been made direct to the growers upon security of their crops, only \$28,000 of such loans remaining to be extinguished, with prospects that this would be done shortly.

A. V. Anderson of Avon Park was unanimously re-elected president, as were W. L. Drew of Eagle Lake, vice-president, and C. H. Walker, Bartow, secretary and treasurer. Other directors elected were Dr. J. H. Ross and G. B. Acrigg, Winter Haven; P. C. Peters, Winter Garden.

The annual meeting of stockholders of the Exchange Supply Company was held in Tampa offices of the Florida Citrus Exchange. The following were chosen directors for the ensuing year: E. B. Casler, St. Petersburg; R. J. Kepler, jr., DeLand; A. F. Wyman, Bradentown; H. C. Merrill, Tropic; W. W. Raymond, Owanita; L. M. Hammel, Wauchula; A. A. Anderson, Avon Park; P. C. Peters, Winter Garden; F. C. W. Kramer, Leesburg; H. E. Cornell, Winter Haven; D. C. Gillett, Tampa; J. H. Ross, Winter Haven. The directors re-elected the former officers unanimously. These are J. H. Ross, president; D. C. Gillett, vice-president; C. E. Stewart, jr., secretary and treasurer; G. C. Gilles, assistant secretary; J. F. McCarthy, assistant treasurer.

W. F. Miller, who has been the active head of the organization since its inception, again was chosen general manager. His annual report showed the company to have handled a larger volume of business than in any previous year, though because of decreasing prices the amount in dollars and cents was less than in the preceding twelve months.

The company now owns three crate

mills, the big Warnell mill at Plant City, a mill at Ross in the lower part of Hillsborough county, and one at Kissimmee. It was stated that the combined capacity of these makes it possible for this company to produce every box required by all the exchange packing houses, and on a basis to meet any legitimate competition.

In commenting upon this phase of the company's activities, President Ross said that the time is now in sight when the South will face a practical extinction of marketable timber due to cutting away the timber supply faster than it is replaced. He said that as chairman of the division of natural resources of the Chamber of Commerce of the United States, which position he holds, the data made available to him by the statistical departments of that organization showed this fact conclusively. He further recited details as to how the national experts figured that one after another of the South's manufacturing plants devoted to processing timber must be forced to close down. In view of these things, he gave it as his opinion that the large timber holdings owned by the Exchange Supply Company were a tremendous asset to exchange growers, and afforded unusual assurance of a future supply of crates on a reasonable basis of cost.

The company's fertilizer manufacturing plant in Tampa was shown to have been operating to good advantage, supplying a large portion of the exchange membership with its requirements, and furnishing materials which by reason of being twice analyzed are of undoubted high quality. In this connection, the meeting voted with considerable enthusiasm that there should be no reduction in fertilizer manufacturing facilities, and that preparation should be made looking toward the expansion of this department of the business.

The horticultural department, whose experts visit the groves of members of the Florida Citrus Exchange and give scientific advice as to methods of fertilization and cultivation without charge to growers irrespective of where fertilizer or other materials may be purchased, was declared to be of the utmost service to the growers. It is said that this department is doing much to aid in the production not only of larger volumes of fruit from given groves, but is aiding materially in bettering the quality of the fruit grown by exchange members. Recent additions have been made to the department, and the sentiment of the growers apparently favors its further enlargement.

DiGiorgio Fruit Corporation

In Strong Position

All Florida is interested in the DiGiorgio Fruit Corporation, by reason of the heavy land holdings and marketing operations of that concern in this state, and particularly since the acquisition by that corporation of the holdings of the Lucerne Park Citrus Corporation, by which transaction approximately 1,700 acres of grove property was added to its holdings.

A recent issue of the Commercial and Financial World of New York contained a special letter of President DiGiorgio to the stockholders of the corporation, together with a statement of the corporations finances, both of which are herewith reproduced.

Despite the fact 1921 was a year of general commercial, industrial and agricultural depression and in direct contrast to the large number of companies reporting deficits for that period, the DiGiorgio Fruit Corporation made very considerable progress during that time, as the statement just issued for the year ended December 31, indicates. President DiGiorgio in a special letter shows that operations were greatly extended during the course of the year and that there will be further expansion as conditions warrant. Assets of the Corporation now total over twenty-four million dollars. Earnings are running at a satisfactory rate but any improvement in general conditions will have a tendency to increase profits and when the 5,000 acres of grapes and tree fruits in California commence to bear the revenue of the Corporation will be substantially increased.

President DiGiorgio in his special letter to stockholders says:

"In presenting this report which covers briefly the first year's operation of the corporate existence of the DiGiorgio Fruit Corporation, your president has not deemed it necessary to go into any great detail, feeling that your Treasurer's report submitted herewith speaks for itself. However, some few comments appear advisable.

"During the year 1921, plans previously conceived for the amalgamation or our various interests were consummated and the results obtained furnish ample proof of the sound basic principles upon which the corporation was founded, not only from the stand-

point of centralized control and direction of operations, but also from the standpoint of economy and efficiency.

"Notwithstanding the nation-wide depression existing in all industries during the past year, your president is happy to say that your corporation, as evidenced by your Treasurer's report, is in a very healthy financial condition which is sufficient proof, in the opinion of your President, of the value of centralized control of operation.

"Your properties are in a highly developed state and crop conditions at this time are most promising, not only in California, Georgia, Tennessee, Florida and the Northwest, but in the Tropics as well.

"In addition to our producing properties in various sections, we have planted approximately 5,000 acres of land in California to grapes and tree fruits from which practically no revenue has been derived. The three-year-old plantings will commence producing this year and will rapidly increase from now on so that in due time these properties will furnish the source of additional substantial earnings. We also have about 1500 acres of tomatoes in the State of Florida, the crops of which are in a flourishing condition and are now in the process of marketing. About 75 per cent of this acreage has been acquired during the past year and is considered the best tomato-growing land in the country.

"The properties in the Northwest States, Idaho, Washington, Oregon, promise considerable increase in production this season. Many of them

are planted to young orchards.

"Our banana plantations in Jamaica and Cuba are in a very flourishing condition. We expect a considerable increase in production from the old and new properties. Our banana and steamship business is in a favorable position, and considerable development in this branch of the business is anticipated.

"In order to more successfully market these products, your directors have deemed it to be to your best interests to open branch sales offices in a number of the larger cities of the United States and Canada, and in time extend the sales division so that we will have branch offices in the principal cities.

"On December 31, 1921, your corporation was owned by more than 2,500 stockholders.

"In submitting this brief report your president has not attempted to give you a detailed review of the past year's operations, but feels the report would be incomplete if he did not include therein some prophecy as to the future prospects. It is, of course, known that the consuming public is making fruit a more necessary part of its every day food. The past season's volume has been highly satisfactory and more than substantiates this fact. In view of the general business conditions which existed during the year 1921, and the constantly improving conditions, we have every reason to feel that we can expect a material increase in the volume of business and earnings."

CONSOLIDATED BALANCE SHEET—DECEMBER 31, 1921

ASSETS		
CAPITAL ASSETS:		
Real Estate, Ranches, Buildings, Steamships and Equipment, etc. (As Appraised by American Appraisal Company) Less—Reserves for Depreciation and Amortization	\$10,422,693.71	
Goodwill, Patents, Trademarks and Contracts	4,866,349.83	\$15,289,043.54
CASH—SPECIAL LAND IMPROVEMENT TRUST FUND		462,500.00
INVESTMENTS IN ASSOCIATED AND OUTSIDE COMPANIES, CONTRACT SALES OF LAND AND LONG TERM MORTGAGES RECEIVABLE		746,075.07
ADVANCES TO ASSOCIATED COMPANIES	\$ 232,074.75	
Less—Receiver's Trade Acceptance Discounted	25,000.00	207,074.75
CURRENT ASSETS:		
Inventories	\$ 864,601.53	
Notes and Accounts Receivable:		
Trade	\$2,148,984.11	
Less—Auction Accounts Pledged		

Continued on Page 12

We have succeeded by helping
growers to succeed. We are
ready to help you.



Mr. Citrus C

YOU HAVE SPENT TIME AND MONEY GROWING YOUR CROP
YEAR'S LABOR. WHY NOT USE CA

We Can and Will

If you are ready to sell, we are
If you need financial assistance,

See our representative, or
main office

Standard Gro Exchang Orlando, : FL



Member
Florida Citrus Exchange



We bought 519 crops last season and we have 519 satisfied customers. There's a reason—Fair Dealing.

FLORIDA.

Grower

FOR CROP OF CITRUS, IT REPRESENTS THE RESULT OF A
CARE IN DISPOSING OF IT.

Will Help You

all, we are ready to buy.

istance, we can extend it.

ative, or write the

office

Growers

ange

: Florida



Subsidiary to
DiGiorgio Fruit Corporation

Twelve

(Continued from Page 9)

and Acceptances Discounted	798,231.76	
	<u>\$1,350,752.35</u>	
*Others—Secured	2,467,908.21	3,818,660.56
Advances to Growers—Less Re-		
serves	1,319,530.54	
Liberty Bonds	110,000.00	
Cash	<u>936,658</u>	7,049,451.23
DEFERRED CHARGES TO FUTURE OPERATIONS		471,191.33
		<u>\$24,225,335.91</u>

LIABILITIES

CAPITAL STOCK AND SURPLUS:

Preferred 7% Cumulative—
Authorized 100,000 Shares
Par \$100.00

	Shares	
Issued	79,381	\$7,938,100.00
Subscribed for—Not Issued	3,479	347,900.00
	<u>82,860</u>	<u>\$8,286,000.00</u>
Less—Held by Subsidiary Company	1,776	177,600.00

81,084 \$ 8,108,400.00

Common:

Authorized—500,000 Shares
Without Par Value

Issued	459,179
Subscribed for—Not Issued	10,437
	<u>469,616</u>

Less—Held by Subsidiary Company 6,542

463,074

8,712,623.30

Surplus at December 31, 1921

241,964.12

\$17,062,987.42

CAPITAL STOCKS OF SUBSIDIARY COMPANIES NOT HELD BY DI GIORGIO FRUIT CORPORATION (PAR VALUE)

EARL FRUIT COMPANY 7½% FIFTEEN YEAR GOLD BONDS

198,352.00

MORTGAGE NOTES AND PURCHASE AGREEMENTS PAYABLE—LONG TERM DEFERRED ITEMS

2,500,000.00

642,753.64

56,170.53

12,500.00

DUE TO ASSOCIATED COMPANIES

CURRENT LIABILITIES:

Accounts Payable

\$ 1,319,652.83

Notes Payable

1,654,311.79

Drafts and Acceptances

229,615.14

Customers' Deposits

100,587.83

Dividends Payable—Preferred No. 4

92,544.66

Provision for 1921 Federal Taxes

115,300.00

3,512,012.25

RESERVE FOR CONTINGENCIES

79,204.14

DEFERRED PROFITS

161,355.93

CONTINGENT LIABILITY:

Guarantee of Earl Fruit Company of the Northwest on First Mortgage Bonds of Palouse Corporation

\$ 115,000.00

\$24,225,335.91

The books of the Company have been audited by the well-known firm of Price, Waterhouse & Company.

The subsidiary companies are the Earl Fruit Company, Sacramento, California; Standard Growers' Exchange, Orlando, Florida; Earl Fruit Company of the Northwest, Spokane, Washington; Connally Auction Company, New York city; Baltimore Fruit Exchange, Baltimore, Maryland; Mexican Fruit & Steamship Corporation, New Orleans, La. The company has branch sales offices at Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland,

Columbus, Dallas, Harrisburg, Pa.; Indianapolis, Kansas City, Memphis, Minneapolis, Montreal, New Haven, New Orleans, Omaha, Philadelphia, Pittsburgh, St. Louis, Toronto and Washington, D. C.

The officers of the company are: Joseph Di Giorgio, president; N. T. Cole, vice-president; R. Walter Farley, vice-president; W. A. Blackmon, vice-president and treasurer; R. De Vecchi, secretary; T. E. Greenwood,

assistant treasurer and comptroller.

Directors: Harry J. Bauer, Los Angeles, Cal.; William A. Blackmon, New York city; N. T. Cole, New York city; Hugh Connolly, New York city; Salvador D'Antoni, New Orleans, La.; Paolo Devecchi, M. D., New York city; Robert De Vecchi, New York city; Joseph Di Giorgio, New York city; A. O. Eberhart, Chicago, Ill.; R. Walter Farley, New York city; Mark J. Fontana, San Francisco, Cal.; D. C. Gillett, Tampa, Fla.; Thomas E. Greenwood, New York city; Henry E. Kleinsorge, Sacramento, Cal.; Almirindo Portfolio, New York city.

Thus the Di Giorgio Fruit Corporation is entitled to the rating as the largest organization of its class in the country by reason of its enormous holdings, tremendous productive capacity, strong financial position and eminent management. Prospects of great enhancement in the value of its properties and large earnings loom bright.

"BETTER CITRUS FRUIT" CLUBS IN LEE COUNTY

Three "better citrus fruit" clubs have been organized in Lee county, having as their object the "educating" of the growers in order that the citrus products of that county may be improved both in quantity and quality.

County Agent H. E. Stevens, in reporting on the organization of these better citrus fruit clubs, says:

"I have organized these clubs for the purpose of studying conditions affecting the grove and fruit crop and of making improvements. Each club will meet once a month, quite often in the grove. The diseases and insects doing damage at that time will be pointed out to the growers and studied. Control measures will be given and studied then and there. The use of fertilizers, cultural practices and other grove operations will be considered in detail.

"I plan to make these clubs a school of practical instruction, in order that the citrus grower may learn to recognize the various pests of the crop and fruit at sight and know when and under what conditions to expect them and what to do to combat them. Every phase of citrus production will be gone into.

"When the growers become better informed on these subjects a better grade of citrus fruit will be produced in the county and the cost of production should be materially reduced. At present there is a lot of time, money and energy wasted in spraying and other grove operations from which no benefit is derived."

Plant Commissioner Reports on Canker Situation

Plant Commissioner Dr. Wilmon Newell has issued and authorizes the publication of the following report on the citrus canker situation in Florida for the month of May, 1922.

On May 20 the appearance of citrus canker was reported on the property of Ray Jenne at Davie in Broward

county on the lower East Coast. This was the first appearance of canker reported in the state since July and August, 1920, when 540 affected trees were located and destroyed. How serious the present outbreak may become can only be surmised. At the present time every available man and

facility is being utilized by the plant board in the effort to locate all affected trees and to eradicate the canker in the infected territory and to prevent its spread to other properties and other sections.

The report of Plant Commissioner Newell follows:

REPORT ON THE CITRUS CANKER SITUATION IN FLORIDA FOR THE MONTH OF MAY 1922

Total number of employees in the State	64
Number of employees in citrus canker eradication	20
Number of counties in the state which have at one time or another since 1914 shown canker	22
Number of counties showing canker during May, 1922	1
Number of properties showing canker during May, 1922	9
Number of grove trees showing canker during May, 1922	585
Number of nursery trees showing canker during May, 1922	0
Number of grove trees that were inspected during May	880,972
Number of nursery trees that were inspected during May	6,851,256

NUMBER OF GROVE TREES FOUND INFECTED WITH CANKER, PER MONTH, SINCE THE WORK BEGAN IN MAY OF 1914

	1914	1915	1916	1917	1918	1919	1920	1921	1922
Jan.		306	Jan. 86	Jan. 14	Jan. 0	Jan. 0	Jan. 0	Jan. 0	0
Feb.		165	Feb. 21	Feb. 4	Feb. 1	Feb. 0	Feb. 0	Feb. 0	0
Mar.		444	Mar. 49	Mar. 9	Mar. 1	Mar. 1	Mar. 0	Mar. 0	0
April		408	April 49	April 169	April 2	April 1	April 0	April 0	0
May	108	May 1042	May 338	May 52	May 1	May 1	May 0	May 0	585
June	160	June 772	June 450	June 45	June 10	June 0	June 0	June 0	0
July	275	July 651	July 349	July 39	July 0	July 0	July 539	July 0	0
Aug.	1313	Aug. 1345	Aug. 219	Aug. 30	Aug. 0	Aug. 1	Aug. 1	Aug. 0	0
Sept.	767	Sept. 618	Sept. 124	Sept. 6	Sept. 0	Sept. 0	Sept. 0	Sept. 0	0
Oct.	565	Oct. 214	Oct. 451	Oct. 2	Oct. 0	Oct. 0	Oct. 0	Oct. 0	0
Nov.	773	Nov. 494	Nov. 131	Nov. 1	Nov. 0	Nov. 0	Nov. 0	Nov. 0	0
Dec.	366	Dec. 256	Dec. 27	Dec. 1	Dec. 0	Dec. 0	Dec. 0	Dec. 0	0
Total	4327	6715	2294	372	15	4	540	0	0

Total number of grove trees found infected May 1st, 1914, to May 30, 1922	14,852
Total number of nursery trees found infected May 1st, 1914, to May 30, 1922	342,254
Total number of properties found infected May 1st, 1914, to May 30, 1922	495
Properties declared no longer danger centers	481
Properties still classed as infected	14
Total number of "exposed" grove trees destroyed (by permission of owners) May 1st, 1914, to May 30, 1922	235,590
Total number of "exposed" nursery trees destroyed (by permission of owners) May 1st, 1914, to May 30, 1922	2,645,514

CANKER FOUND IN FLORIDA DURING THE MONTH OF MAY, 1922.

By Properties

DATE	PROPERTY	TOWN	COUNTY	TREES Nsy. Grove	FOUND BY
May 20	Ray Jenne	Davie	Broward	216	Owner
May 20	B. C. Allen	Davie	Broward	220	Stirling & Burger
May 21	Thos Hill	Davie	Broward	2	McClanahan et al
May 21	V. W. Helm	Davie	Broward	5	Burden & Tedder
May 21	Frank Senrick	Davie	Broward	1	Fuchs
May 21	A. Salvino	Davie	Broward	9	McClanahan, et al
May 24	J. C. Lange	Davie	Broward	57	LeRoy, et al
May 25	Mary Cheedle	Davie	Broward	73	LeRoy, et al
May 31	C. A. Walsh	Davie	Broward	2	Artis & Ulmer
TOTAL				585	

On May 20th citrus canker was reported from Davie, a small settlement on reclaimed Everglade land five miles west of Dania in Broward county on the lower East Coast. Up to June 1st, five hundred and eighty-five (585) infected trees had been discovered in nine (9) properties. On all of the affected trees the infection was on young growth. No conclusion

has been reached as to the origin of this infection.

Citrus canker was present in three groves at Davie in 1914 and '15 but was apparently stamped out. No canker has been found since then until the present outbreak, although repeated and frequent inspections were made. The last inspection at Davie was in March, 1921. Subsequent to

that date an inspection force of twenty men was available for inspection of all the groves of the state—about fifteen million trees—and it was not possible to complete this inspection once in a period of less than eighteen months. Consequently, special inspections at Davie and elsewhere had to be discontinued.

The Blue Goose Campaign Marketing and Advertising

By John T. Bartlett, in Printers Ink

Hitting the Christmas, 1919 market the American Fruit Growers, Inc., shipped East from California oranges electrically stamped with the name "Blue Goose."

Thus early the American Fruit Growers, Inc., formed only a few months previously, had done something "different" in fruit marketing. As a beginning, it was good-omened, apparently, for advertising developments of a "different" nature in fruit and vegetable marketing, contributed by this concern, have since come thick and fast.

When the American Fruit Growers, Inc., was formed, the producing, rather than the marketing, features of the enterprise aroused most public interest. It may be remembered that the concern acquired extensive holdings in various parts of the country. As the enterprise has unfolded, however, its marketing features have been much more significant.

The American Fruit Growers, Inc., quickly created a marketing organization reaching to all the United States and Canada. In each market was established a sales office. The number of these offices at present exceeds 165. The selling machine was a year-round one, with salesmen on the job every business day in the year. Not one or two or three, but all the perishable fruits and vegetables were sold. Of this tonnage, only a very small fraction was actually grown on American Fruit Growers' properties. Most of the tonnage originated with individual shippers, many of whom were co-operative organizations of producers. This is the condition today.

This conception of the American Fruit Growers as a sales-service concern should be thoroughly understood. As a sales-service concern, the American Fruit Growers has itself to sell to shippers all over the country. Also as a sales-service concern, the American Fruit Growers has a gigantic tonnage of fruits and vegetables to market for clients to the best advantage.

"Blue Goose" originally was applied only to oranges. It differed from the well-known Sunkist trade-mark in that under Sunkist many different brands and qualities were sold, while under "Blue Goose" only the highest grade was trade-marked.

The electrical stamping method proved not only practical, but a very effective advertising device with the public. The marketing agency accordingly extended "Blue Goose" to cover highest quality in grapefruit. The name here, also, was stamped on the fruit.

Trade-Mark's Use Extended to Vegetables

It is to be taken for granted that in these early months of its existence, the American Fruit Growers got an accurate check on the dependability of the packing standards of many different shippers, and also on possibilities in supervision of shippers' methods. What it learned encouraged the concern to go to shippers last year in produce trade-paper advertising offering the loan of the "Blue Goose" trade-mark to shippers. This mark was an attractive design featuring a blue goose. According to the new plan, "Blue Goose" was to be used, not for oranges and grapefruit alone, but for all fruits and vegetables.

The plan in brief was this. Only fruits and vegetables of highest grade were eligible. On these, the shipper would use a "dual" label. This label would portray his own brand as before, but superimposed on it would be the "Blue Goose" trade-mark. This trade-mark would be advertised, and made to stand in public consciousness for perfect quality in fruits and vegetables. Making "Blue Goose" nationally known, the American Fruit Growers would tie the trade-mark up with a year-round supply of all perishable fruits and vegetables.

This offer was made to associations and other shippers in page-advertisements in the produce press. The slant the reader should get on it, in this connection, is its selling argument in marketing the company's sales service to possible clients. It was an appeal with plenty for "pull" in it.

Suppose, for example, in California there was an association of peach growers. It shipped in carlots to Eastern markets. It put out, we will assume, peaches of unusually high quality, a superfine pack. The association believed, because it was better than other packs, it should command a considerably better price.

This, however, was a small asso-

ciation. Its output was a small fraction of the peach production of the country. Hunting the market which would pay the best price, the cars went first here, first there, in the East. These growers saw no practical way to advertise, and to get the benefit of advertising—a more stable market, a better price.

The American Fruit Growers, Inc., however, could offer these growers a very attractive proposition. It would grant the growers use of the "Blue Goose" trademark. The "Blue Goose" made in advertising to stand with the public for best quality, would get the peach growers their better returns—against the background, of course, of marketing skill implemented by the American Fruit Growers' nation-wide machine.

The concern served California peach growers in this manner last year, as well as producers of all the other commodities. Outdoor advertising in Chicago and New York, and newspapers in certain cities carried on the task of selling the trade-mark to the consuming public. While an occasional advertisement was devoted to "Blue Goose Fruits and Vegetables," most dealt with either oranges, grapefruit or apples.

The company supplied posters and window signs to retailers. A window sign for retailers carried the usual picture of a goose, and the inscription, "Blue Goose Fruits and Vegetables."

In daily intercourse with the produce trade, through its salesmen on many markets, and also in produce-paper advertising, the American Fruit Growers was hammering away on the fact that the organization offered year-round service to buyers. Of the marketing agency the buyer could obtain any vegetable in season—the highest quality labeled "Blue Goose." The whole trade-mark, advertising and merchandising plan was based on a complete line of trade-marked fruits and vegetables.

Country-Wide, Year-Round Use

In February, for example, the concern handles Western boxed and Eastern barreled stock apples; cabbage from California, Florida, New York and Texas; cauliflower from California; celery from Northern and Southern California and from Florida;

THE CITRUS INDUSTRY

Fifteen

grapefruit from California and Florida; lemons from California; lettuce from Arizona, California and Florida; onions from California, Michigan, Washington, Massachusetts and other Eastern States; oranges from Florida and California; potatoes from Minnesota, Maine and other Northern states; sweet potatoes from Delaware, New Jersey and California; tomatoes from California; vegetables, miscellaneous, straight and mixed cars, from California and Texas.

In August, to take a summer month, the A. F. G. has early apples from California and all Eastern apple producing States; cabbage from Virginia and other Eastern States; cantaloupes from California, Colorado, Arizona and Washington; cherries from Wisconsin; deciduous fruit, mixed cars of apples, pears, plums, peaches, from California; grapefruit from California; grapes, Malaga and Tokays, table stock, muscats and early black juice stock, from California; lemons from California; onions from Michigan, Indiana, Massachusetts, New York and Washington; California Valencia oranges; peaches from Arkansas, Southern Illinois, New York, Utah, Washington and California; pears from California and Washington, from Michigan and New York; plums from Washington; potatoes from Maine, Virginia and other Eastern States; from Minnesota, Washington and California; sweet potatoes from the Carolinas; tomatoes from California; mixed cars of vegetables from California; watermelons from Missouri.

Trade-Mark Will be Stressed

As a trade-marking enterprise "Blue Goose" alone was not complete. At the very highest, investigation convinced the officials, not more than 25 per cent of all tonnage handled was of a grade to merit the "Blue Goose" mark.

Working out the problem of the remaining 75 per cent, the company made an addition to its trade-marking plan which Frank Kirkpatrick, advertising manager, announced in a department bulletin of March 23, 1922. Of all tonnage handled, the company estimated that 75 per cent graded high enough to merit a trade-mark. Seventy-five per cent, that is, was of good, dependable quality. The American Fruit Growers, Inc., decided to mark all up to this standard with the "AFG" service symbol. The "Blue Goose" trade mark, as heretofore, would be applied only to the highest quality. The "A.F.G." service symbol would appear on "Blue Goose" grade as well as on others.

This trade-mark plan is now in ef-

fect. When the advertising department announced the plan in March, steps were already being taken by the Orlando, Florida, division of the American Fruit Growers to introduce uniform stamping on all citrus fruit to conform. On "dependable" but not highest grade, the service symbol would be stamped. Beneath this, and also beneath the "Blue Goose" stamp, would be stamped the house brand, or, in other cases, the locality where the fruit was grown.

The addition of house brands, or localities, to stamping on citrus is in line with the announced policy of the American Fruit Growers, Inc., as a service concern, to protect the growers' brand, though giving the growers the benefit of the "Blue Goose" or the "A. F. G." trade-marks.

In an extensive advertising and sales campaign which was started June 2, the "A. F. G." trade-mark will receive greatest prominence, the "Blue Goose" mark only secondary publicity. Though seasonable commodities will be featured most of the time, the campaign is strongly educational. It aims to sell a complete line of products, distributed under the "AFG" and the "Blue Goose" marks. The points in the advertising which are stressed again and again are two. Excerpts from advertisements—the quotation in each case is of copy often repeated—give these:

1. The shield and initials A. F. G. assure buyers of dependable quality in all kinds of fruits and vegetables. This trade-mark is the service sign of the American Fruit Growers, Incorporated. Wherever used in connection with the brand of an individual grower or an association of growers, whose crops are distributed by the American Fruit Growers, it is an assurance that the products have been grown, graded, packed and shipped under such conditions that they reach the buyer dependable in quality. A. F. G. fruits and vegetables of superfine quality and appearance are branded, in addition, with the Blue Goose trade-mark, and are worth all they cost.

2. Fresh fruits and vegetables are never out of season with buyers of A. F. G. products. Through its shipping offices in every important agricultural district of America the American Fruit Growers, Incorporated, distributes crops of dependable quality to all cities in the United States and Canada. Some of the principal A. F. G. products are apples, asparagus, cabbage, cantaloupes, casaba melons, cauliflower, celery, cherries, grapefruit, grapes, honeydew melons, lemons lettuce, onions, oranges, peaches, pears, peppers, pineapples,

potatoes, plums, tangerines, tomatoes, winter vegetables of all kinds, walnuts and watermelons.

In major markets the newspaper campaigns comprise 15,000 lines. The cities thus worked include New York, Chicago, Philadelphia, Pittsburgh, Boston, Detroit, St. Louis, Buffalo, Harrisburgh and Indianapolis. Advertising support not so extensive will be given in cities including Minneapolis, Kansas City, Washington, New Orleans, Omaha, Columbus, Peoria, Rochester, Norfolk, Milwaukee, Minneapolis and other cities.

In some cities like New York and Chicago the newspaper advertising is supplemented by showing one sheet posters on transportation systems. Other supplemental advertising like painted bulletins are being considered.

Reaching the Retailers

Tying up with the consumer advertising the American Fruit Growers, Inc., will put forth intensive effort with retailers. A broadside will be used for general mailing, going to at least 75,000 retailers and possibly 100,000. The broadside will explain the A. F. G. sales and advertising plan, will contain sample newspaper advertisements, schedules showing scope of newspaper advertising photographs and schedules of poster advertising and will urge retailers to profit from this advertising by handling the A. F. G. line of fruits and vegetables. A self-addressed postcard—a stamped one, by the way—will accompany the broadsides, making it easy for the retailers to order advertising material. In each of the cities, a crew of workers, six to twelve in number will call on a selected list of retailers.

The canvassers' job is to sell the retailer on the marketing plan. They will leave advertising material with receptive dealers, and will gather information which will be turned in on the card report covering each visit. One piece of information the canvassers are supposed to get is the particular jobber from whom the retailer buys most of his fruits and vegetables. Their reports will form the basis of follow-up work with jobbers by sales representatives.

In the second group of cities, where consumer advertising is used but canvassers do not tie up consumer advertising to retailers, the broadside accompanied by return postcard will be mailed to the trade. Where there is no consumer advertising, but where a direct-mail campaign is considered profitable, broadsides also will be mailed. In smaller places, the dealer helps will simply be supplied the sales offices and customers upon their

Continued on page 19.

Citrus Growers Discuss Problems

(Manatee River Journal.)

At nine o'clock Friday morning a goodly number of citrus growers of Manatee county, with a few from Sarasota met at the Board of Trade rooms in Bradentown, and settled down to discussion of the problems of the grower and what can be done to help him solve them. County Agent W. R. Briggs called the meeting to order and presided during the meeting.

The following specialists from outside of Manatee County were present and helped in the program of the day: Prof. J. R. Watson, entomologist from the State Experiment station at Gainesville, E. W. Jenkins, district agent, also from Gainesville, and county agent William Gomme of Polk county. Mrs. Gomme and their son also were visitors to Bradentown Friday.

In the morning the program started off with an appeal to the Citrus Growers present to get behind the proposition of putting up a better exhibit at the South Florida Fair next winter than ever before. In this connection it is well to state that the Manatee County Fair Association has decided that it will no longer take charge of the exhibits at Tampa, and that the exhibits will have to be handled by the county as a county through the county commissioners and the county agent and the county demonstration agent. This is the plan that has been pursued in most of the counties in the past.

The question of fertilizers was then discussed at length by Mr. Briggs, and many questions were asked that led to a better understanding of the results of certain fertilizers. The effect of Nitrate of Soda on bloom and forcing growth; Nitrogen needed, Excess of Ammonia Makes Green Fruit; Phosphoric Acid in Root Development, Helps Hasten Maturity of Fruit; Potash releases other elements and therefore helps the growth; deficiency of potash gives a weak and brittle growth and dieback a result of indigestion, or in fact is a case of indigestion in the tree caused by over feeding in certain elements in the fertilizer used.

The question of fertilizer analysis, and the necessity of some changes in the regulations of the state department of agriculture was a matter discussed at some length, and the change of the rule requiring the grower who wants his fertilizer analyzed to send

in a manufacturers tag, from the shipment, thus giving the supposed content of the fertilizer, was objected to by practically every grower who expressed himself.

Prof. Watson, state entomologist, talked on insects that bother the grower. He discussed rust mites, scale, white fly and spraying and dust spraying as remedies. His talk was much appreciated by all who heard him.

William Gomme, county agent of Polk county, talked on co-operative spraying and grove management, and brought out many points that are important in grove culture. He called attention to a co-operative organization that has been working in Lake county at Mt. Dora for years. They have had an expert crew, and have been able to get better care of their groves in this way, than a small grower can possibly do by himself. Other co-operative associations have been formed in other counties since, and several more in Lake county. The latest one formed is at Frostproof, in Polk county. In any community where the growers are organized it is easy enough to take on this additional work through their organization, and where the Citrus Exchange is working, it is easy for the exchange to take charge of the work. On the south side of the river in Manatee county, and at Terra Ceia, this will be easy. In the Palmetto section it will be harder to work out a co-operative association to handle the spraying and grove management but it can be done easy enough if the growers make up their minds to do it. This discussion of co-operative spraying and management was the biggest thing before the meeting, and promises the greatest results if worked out satisfactorily. We trust that the Citrus Exchange will take hold of this feature in the territory in which they have a good organization.

At two o'clock Friday afternoon the growers again gathered at the Board of Trade rooms, and after a round table discussion of the addresses that had been made in the morning, all present went out to the grove of A. A. Barker to make some experiments, and consider the problems discussed with the exhibits right before their eyes.

A. H. Brown made a talk urging everyone to join the State Horticultural Society, and attend their meetings. When there is a little larger membership in Manatee county the association will probably be asked to

meet in Bradentown.

This meeting of growers was a good thing, and the only regret in connection with it was that there was not a larger attendance of the growers at the meeting.

ATTENTION FLORIDA

CITRUS GROWERS!

It is well known among the Florida Citrus Growers that scale insects become exceedingly injurious following the use of plain Bordeaux for such citrus diseases as Scab and Melanose. Even where Bordeaux oil emulsion combination spray has been used scale insects become more abundant than where no spraying has been done for such diseases.

In order to prevent any serious damage from any heavy infestation of scales it is essential to spray with straight oil emulsion all trees that were sprayed during the spring or early summer for the prevention of Scab and Melanose with any of the copper sprays. This spraying should be given about the last week in June or at any rate before July 3rd.

Such a spraying would reach the scales when the greater percentage are in those stages that are most easily killed by the emulsion. The spraying should be most carefully done wetting all branches and leaves on both surfaces.

W. W. YOTHERS,

United States Dept. of Agriculture.

CRAIG GETS GROVE

Lake Wales Highlander

W. J. Craig, Wilmington, N. C., general passenger agent of the Atlantic Coast Line, has bought a 40-acre grove owned by M. N. Lipinski on the northeast shore of Starr Lake. Mr. Craig and his son, Roy, well known in this city where he has lived for some time, expect to go into partnership in the grove. Roy Craig took a special course in horticulture at the University of Florida and has been gaining practical experience on the big plant of the Temple Groves Corporation at Templetown with M. G. Campbell. The grove just purchased is in fine condition having been put in by Mr. Lipinski several years ago. Mr. Craig also owns about 30 acres more between Mountain Lake and Lake Pierce which he expects to put into groves. Roy Craig has carefully prepared himself with the idea of making a life work of horticulture and will take up the practical work in scientific manner.

Fruit trees that get no care produce about as well as do corn that is not worked.

True Today, as it has been for 35 Years

**Maximum Results
Minimum Cost
REAL MARKETING SERVICE**

CHASE & CO.

Main Office, JACKSONVILLE.

Bonded Salesmen in 102 Carlot Markets.

To Advertise Indian River Fruit

By Geo. T. Tippin, Vero, Fla.

Only by efficient advertising can the full merits of any product come into its own and real advertising is only achieved when carried to the consumer. To do this is the purpose that is developing the co-ordination of all the citrus industry of the great Indian River Producing section. That the quality and flavor of citrus fruits grown in the Indian River section are superior is no longer a question. The consumer is always willing to pay the value price for what he buys when assured that he is getting the best there is.

This desirable relation of the producer and consumer can only be created by a system of advertising that will educate the public as to the source of the supply, the dependability of the package and the mark of identification, by co-ordinating all the packing houses, independent and co-operative, into one advertising bureau of the Indian River section made up of a representative commission, a special or copyrighted trademark selected to be stamped upon the fruit as the name "Indian River" which would identify it in all markets and which

would not conflict in any way with the identity of the brand or labels under which it may be packed by the different packing houses in the district, but which would guarantee to the consumer that he was buying real Indian River fruit, also largely prevent the too frequent practice of the retailer buying inferior fruit, rewrapping and transferring to boxes bearing some popular brand, thereby deceiving the consumer and injuring the reputation of the producer.

The character of the package and the pack having much to do in supporting an advertising scheme becomes a part of it and a uniform grade and pack should be agreed upon for the entire district and when adopted could be kept up to standard under the jurisdiction of the advertising Bureau thru the supervision of some competent supervisor of grades and pack, uniformity and workmanship.

The advertising fund to be raised by a retain agreed upon of so much per box for the district to be put into one pool and disbursed by the Board. The plan contemplates an advertising scheme that will educate the consumers and familiarize them with the superior quality of Indian River oranges,

grapefruit and tangerines so that they will demand them of the retailer who in turn would purchase what his trade required from the wholesaler or the auction or direct from shipping point.

To facilitate the advertising campaign and to direct the attention of the public to the real merits of the Indian River fruit a series of exhibits could be made at the State Fairs of the North and Central States and Canada, also in some of the larger trade centers, made up of the different packs and brands of the district and the distribution of attractive literature giving the public full information of the whole plan. Exhibits of this kind can be planned for ahead and carried to success at a nominal cost compared to the results it would bring. A meeting will be called at as early a date as will be convenient for all parties interested for the purpose of getting a plan along these or similar lines in working order for next season, and when successfully worked out, will result in making the Indian River section to the citrus industry what the Shenandoah Valley of Virginia is to Albamarle Pippin apples.

THE CITRUS EXPERIMENT STATION AT LAKE ALFRED

Continued from page 3.

ical cause of dieback, using the young 10-acre grove for his field experiments. In the bearing grove he is also carrying on fertilizer experiments to determine the relative effects of high and low percentages of potash: also a comparison between ammonia derived from nitrate of lime and ammonia derived from nitrate of soda. Other fertilizer experiments, involving the use of phosphoric acid, are being carried on in commercial groves near at hand.

A modest experiment in comparing rough lemon, sour orange and grapefruit stocks has also been started. In this experiment nine varieties of grapefruit and three varieties of orange, each on rough lemon, sour orange and grapefruit stocks, have been planted. The effect of the stock on these varieties, under these particular soil conditions, will be noted and the varieties in this planting will also be useful as a source of material for instructional and experimental purposes. This experiment is not as comprehensive as it should be and we should perhaps explain that it would probably not have been started at all were it not for the fact that we had most of these trees at Gainesville, where they had been used in scab-control experiments under nursery conditions, and we did not wish to waste them.

Progeny Orchard

What is considered by far the most important line of experimental work undertaken is that of making bud selection studies and establishing a bud supply orchard of the best strains of standard Florida varieties.

A cooperative agreement was entered into on October 26, 1921, between the Bureau of Plant Industry, U. S. Dept. of Agriculture, and the Experiment Station, whereby the Bureau is to furnish stocks and buds from selected bearing trees in Florida and supervise the work of propagation, record-keeping, etc., while the Experiment Station is to furnish the land, fertilizer and cultivation. Five hundred rough lemon stocks have been planted in grove formation and these will be budded shortly with buds from the best typed and producing trees of Parson Brown, Homosassa, Pineapple, Valencia and Lue Gim Gong varieties. In fact, Mr. T. Ralph Robinson of the Bureau has spent a large part of his time during the past crop season in locating the best trees of these varieties in Florida and in securing the budwood from them. We will therefore have under observation approxi-

THE CITRUS INDUSTRY

mately fifty progenies of ten trees each: that is, ten trees propagated from each of fifty of the best trees that can be found in the State. In addition to securing data on the behavior of these trees we hope to make this the beginning of what will eventually be a progeny bud-supply orchard, an orchard from which we can supply to growers for top-working and to nurserymen for commercial propagation budwood of the best strains of the standard varieties.

Probably no line of experimental work is so promising of financial returns to the citrus industry of Florida. Increased acre-production, a better and more uniform type of fruit of each standard variety and a general standardization of the Florida citrus product are all benefits which may be expected to follow the steady prosecution of this work upon a sufficiently ample scale.

Our cooperative agreement with the Bureau of Plant Industry also calls for the establishment of a demonstration orchard of different strains selected from commercial citrus—to show the results obtained by proper bud selection—and plantings devoted to the testing of new citrus varieties and hybrids, as well as a collection of wild citrus plants and relatives of citrus as material for study and experimentation. However, these plantings cannot be made until we clear more land and this we cannot do until we secure an appropriation for this Station.

The citrus industry of Florida has been builded, for the most part, upon the trials, mistakes and losses of individual growers. The fact that it has succeeded is but ample evidence that with the benefit and guidance of scientific data upon its most essential problems it will become a far greater and far more profitable industry than it is today.

CITRUS FRUIT GROWERS HOLDING MANY MEETINGS

Among the first of a series of citrus meetings to be held throughout the citrus belt of Florida, was that at Bradentown recently, with William Gomme, Polk county agent, in charge. As was announced some weeks ago, a series of citrus meetings are being planned by the state department, and the county agents are being transferred from one section to another, that methods and practices may be exchanged and compared, and the mutual benefit of newly introduced usages, be enjoyed by the growers of all the citrus belt.

The first meetings definitely sched-

uled for Polk county thus far, are those of June 20 and 21, but others will be arranged in all probability. A meeting will be held at Lake Wales on Tuesday of June 20 and Winter Haven will have a meeting also. Just what agents will visit this county, has not, as yet, been announced. County agent Gomme is scheduled to conduct meetings in Osceola, Lake, Lee, Pasco, Hillsboro, and possibly other counties. They will be held for the discussion of all phases of citrus culture problems, with the idea of improving the quality of the fruit being grown generally, throughout the state.

WARNING TO CITRUS FRUIT GROWERS

Rust mites are beginning to infest both oranges and grapefruit in sufficient numbers to produce russet fruit, if trees are not sprayed or dusted with some standard form of sulphur within the next week or two.

A careful grove to grove inspection of the dust mite condition throughout the county has just been made. Thousands of counts in groves of different sections were made. This method of determining the proper time to spray for rust mites is absolutely reliable.

Don't leave off spraying now because the grove was sprayed in the bloom with lime-sulphur. Get this, Brother Grower: You may spray for rust mites fifteen times during the year, and, unless one or two of the applications are made between May 1 and June 30, you will still have a large percentage of russet fruit. The all-important thing is to spray at the proper time and do the work thoroughly. It may be necessary to spray again after the rainy season is over. It all depends upon the development of rust mites at that time, which can be determined only by careful inspection.

Bright fruit is what we want this year. It will bring around \$1.25 per box more than russet fruit in the leading markets. Bright fruit is obtainable by spraying or dusting with sulphur, at a cost of 3 to 8 cents a box. Can you afford it?

Growers are urged to produce bright fruit this year. Much has properly been said about our golden opportunity. Florida sunshine and climate are doing their best to establish the supremacy of Florida citrus fruits. We must do our part in the control of insect pests.

E. F. DeBUSK,
County Agent, Tavares, Fla.

There is still time to plant velvet beans, probably the most valuable legume crop for Florida conditions.

THE BLUE GOOSE CAMPAIGN MARKETING AND ADVERTISING

Continued from page 15.

order.

To say that in trade circles, all the way from growers associations and other shippers on, these innovations of the American Fruit Growers have and are causing a stir, is to employ a degree of mildness. They are causing a tremendous stir. No wonder!

THEODORE STRAWN MAKES FINE RECORD

Mr. Theodore Strawn who finished shipping citrus fruit some three weeks ago holds the record for returns received on a car of Valencia oranges at least he did up to the time this car was sold, May 12th, and the probability is that this will be true when the season is over.

Mr. Strawn not only made a record on the highest prices received for a car of valencias but he secured the highest average prices probably of any grower in the State on mid-season oranges.

Mr. Strawn ships under the famous "Bob White" brand and his fruit is electrically marked. Mr. Strawn's entire crop was marketed by the American Fruit Growers, Inc.

FOODSTUFFS 'ROUND THE WORLD

Among the interesting consular reports received during the past week by the Foodstuffs Division of the Department of Commerce is one to the effect that oranges are selling at 2 cents a dozen in Haiti.

Oranges, 2 cents a dozen; grapefruit, 10 cents a dozen; 100 limes for a dime; pineapples, 5 cents each; bananas, 5 for a cent. These figures may seem as foolish as some of the prices quoted in beginners' arithmetics, but according to Consul Woods at Cape Haitien, Haiti, anyone can buy those and many other fruits at such prices almost anywhere in Haiti the year around.

CLASSIFIED ADVERTISEMENTS

The rate for advertisements of this nature is only three cents per word for each insertion. You may count the number of words you have, multiply it by three, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

THE CITRUS INDUSTRY.
411 Curry Bldg., Tampa, Florida.

REAL ESTATE

I WANT FARMS for cash buyers. Will deal with owners only. R. A. McNown,

THE CITRUS INDUSTRY

346 Wilkinson Bldg., Omaha, Neb.

FOR SALE—A large, airy nicely furnished cottage at Haven Beach, between Yatch Basin and the Gulf; price \$4000.00, terms, half cash and balance two years. H. W. Hesterly, P. O. Box No. 54, Tampa, Fla.

PAPER SHELL PECAN GROVE. Most trees 12 and 13 years old, which is full bearing age. Good condition. Forty acres. Located near Monticello, Fla. Price \$500.00 per acre. Simpson Orchard Co., Vincennes, Ind.

WANT to hear from owner having farm for sale; give particulars and lowest price. John J. Black, 180th Street, Chippewa Falls, Wisconsin. Dec. 31

NURSERY STOCK

EARLY BEARING Papershell Pecan trees, budded or grafted and guaranteed. Great shortage this year. Write for catalog today. Bass Pecan Company, Lumberton, Miss.

Citrus Trifoliata Seedlings: 10-12 inches \$10.00 per thousand; 12-18 inches \$15.00 per thousand; 18-24 inches \$20.00 per thousand. Griffing Nurseries, Port Arthur, Texas.

MISCELLANEOUS

BROTHER:—Pleasant Florida root easily, inexpensively overcomes any tobacco habit. Fine for stomach. Send address. R. B. Stokes, Mohawk, Florida. 2t

FOR SALE—Dairy and stable manure, car lots. Link & Bagley, Box 2461, Tampa, Florida. Jan. 6t

MAKE EVERY DOLLAR COUNT! Buy your furniture here—pick from our complete stocks—be better satisfied. All goods marked in plain figures. We pay your transportation to and from Tampa and deliver your purchases free. HODGE & SHERMAN, Tampa, Fla.

FOR SALE—"Friend" sprayer 100 gal. capacity, new condition. Chas. Scott, R. F. D. 2, Bartow, Fla.

Best Fertilizers · Insecticides Sprayers · Poultry Supplies

Honest Goods. Fair Prices. Prompt Shipment
Ask Your Neighbor—He Knows.

E. O. Painter Fertilizer Company
Jacksonville, Fla.

Get NEW March 1922 Price Lists, before buying
Now furnishing 'Simon Pure' and 'Gem Brands



Nineteen

Civil and Criminal Investigations

FRED THOMAS
National Detective Agency
P. O. Box 1582 Tampa, Florida
Telephones 2224 and 4140

FRANK E. NELSON

Locksmith and Safe Expert
No Job Too Intricate
1427 Franklin St., Phone 3295
TAMPA, FLA.



Beautiful

Homes We mean real beauty ---carefully cultivated beauty of grounds and surroundings. This will add largely to money value of your property. Doesn't cost much and takes but little effort. We have a book by experts that tells how; **TROPICAL PLANTING BOOK.** Write for it; it's FREE.

REASONER BROTHERS
Royal Palm Nurseries
Box 150, Oneco, Florida

All crops must have Nitrogen. Some forms of Nitrogen are cheaper than others, some act quicker than others, some are more available, some are acid and some are alkaline.

Nitrate of Soda

is the cheapest, is the quickest, is 100% available and IT IS NOT ACID. It gives wonderful results and should always be used for fertilizer Nitrogen. Write for my FREE BULLETINS.

Dr. William S. Myers, Director
25 Madison Avenue New York

HOTEL HILLSBORO

Tampa, Fla.

TOP O' THE TOWN

European Plan, Fireproof 300 Rooms With Baths

THE CENTER OF TAMPA

Gulf Brands Fertilizer

Will meet your needs for your grove or vegetable crop.

Are you spraying to get best results? Use Gulf Insecticides, Lime-Sulphur Solution, etc.

Expert Grove Service for the asking.

Agents for Hardie Sprayers

The Gulf Fertilizer Company

6th Floor, Citizens Bank Bldg.

Tampa, - Florida

Some People KNOW, and
Some Just THINK They Know.

Our Experts Know

When you need a job of roofing or other sheet metal work, you want to KNOW that your contractor and his workmen KNOW their business.

If you entrust your work to us, you may be satisfied that only experts who KNOW the sheet metal line will be placed on your job.

We make a specialty of roofing and all sheet metal work. Ask for estimates on your job.

E. J. Daniel Company

Sheet Metal Contractors

Successors to F. R. Berry Co.

1008-10 Florida Ave. Phone No. 4465

TAMPA, FLORIDA

Bluestone Sulphur Fish Oil Soap

Miscible Oil, Dry Lime Sulphur
Lime Sulphur Solution, Caustic Soda
Black Leaf "40"

FERTILIZER MATERIALS
NURSERY STAKES

Write, Wire or Phone

Chase & Co.

SANFORD, FLORIDA

The Largest Complete Stock of
Growers Supplies in Florida

Creosoted Fence Posts

Are you troubled because your fence posts soon rot and let down your fences?

Let Us Solve Your Problem

Our pressure-treated creosoted Florida yellow pine fence posts last longer than any other wood and are comparatively inexpensive.

Our Creosoted Posts

Add to the appearance and salability of your Grove, Farm, or other property and are the last word in economy.

Write us for particulars stating quantity and length of posts; also kind of fence—if of wire, state number of strands, etc. We will be glad to quote you prices.

Eppinger & Russell Co.

CREOSOTING WORKS

JACKSONVILLE, FLORIDA

